## WHAT IS CLAIMED IS:

1. An image display system having: an image display unit; and

a control unit for outputting the image information to said image display unit,

wherein said control unit comprises:

a block discrimination circuit portion for discriminating a state of image information amounting to one frame among the image information in a pixel block unit;

an image processing portion for processing said image information on the basis of the discriminated result of said block discrimination circuit portion;

a storage portion for storing the image information processed by said image processing portion; and

a synchronizing signal generation portion for reading the image information from said storage portion, controlling the clock in accordance with said read image information, and outputting the image information to said image display unit.

- 2. The image display system according to claim

  1, wherein said block discrimination circuit portion

  discriminates the state of at least the moving picture

  or the still picture in said pixel block unit.
- 3. The image display system according to claim
- 2, wherein said image processing portion processes the

image information differently depending on the discriminated result of the state in said pixel block unit.

- 4. The image display system according to claim 3, wherein said image processing portion processes the image information at a smaller number of gradations when said discriminated result is the moving picture than when said discriminated result is the still picture.
- 5. The image display system according to claim 2, wherein said synchronizing signal generation portion controls the clock differently depending on the discriminated result of the state in said pixel block unit.
- 6. The image display system according to claim 5, wherein said synchronizing signal generation portion generates a faster clock in the clock control when said discriminated result is the moving picture than when said discriminated result is the still picture.
- 7. A television receiver having:

an image display unit; and

a control unit for outputting the image information to said image display unit,

wherein said control unit comprises:

- a receiving portion for receiving the image information;
- a block discrimination circuit portion for discriminating a state of image information amounting

to one frame among the image information received by said receiving portion in a pixel block unit;

an image processing portion for processing said image information on the basis of the discriminated result of said block discrimination circuit portion;

a storage portion for storing the image information processed by said image processing portion; and

a synchronizing signal generation portion for reading the image information from said storage portion, controlling the clock in accordance with said read image information, and outputting the image information to said image display unit.

- 8. The image display system according to claim 7, wherein said block discrimination circuit portion discriminates the state of at least the moving picture or the still picture in said pixel block unit.
- 9. An information processing device having: an image display unit; and
- a control unit for outputting the image information to said image display unit,

wherein said control unit comprises:

- a CPU for generating the image information;
- a block discrimination circuit portion for discriminating a state of image information amounting to one frame among the image information generated by said CPU in a pixel block unit;

an image processing portion for processing said image information on the basis of the discriminated result of said block discrimination circuit portion;

a storage portion for storing the image information processed by said image processing portion; and

- a synchronizing signal generation portion for reading the image information from said storage portion, controlling the clock in accordance with said read image information, and outputting the image information to said image display unit.
- 10. The image display system according to claim 9, wherein said block discrimination circuit portion discriminates the state of at least the moving picture or the still picture in said pixel block unit.
- 11. A transmitter for transmitting image information, comprising:

a block discrimination circuit portion for discriminating a state of image information amounting to one frame in a pixel block unit;

an image processing portion for processing said image information on the basis of the discriminated result of said block discrimination circuit portion; and

- a transmitting portion for transmitting said image information.
- 12. The image display system according to claim

- 11, wherein said block discrimination circuit portion discriminates the state of at least the moving picture or the still picture in said pixel block unit.
- 13. An image display system, comprising: an image display unit;
- a receiving portion for receiving the image information;
- a storage portion for storing the image information received by said receiving portion; and
- a synchronizing signal generation portion for reading the image information from said storage portion, controlling the clock in accordance with said read image information, and outputting the image information to said image display unit.
- 14. An image information transmission method, comprising the steps of:

discriminating a state of image information amounting to one frame among the image information in a pixel block unit;

processing the image information on the basis of the discriminated result;

storing the image information processed; and reading the image information, controlling the clock in accordance with said read image information, and outputting the image information.

15. The image information transmission method according to claim 14, wherein the state of image information amounting to one frame among the image

information is the state of at least the moving picture or the still picture, and further comprising discriminating the state of the moving picture or the still picture in said pixel block unit.

- 16. The image information transmission method according to claim 14, wherein said image information is the received information.
- 17. An image display system having an image display unit composed of a block having a plurality of pixels arranged like a matrix, with said plurality of pixels divided in m pixel block units (m is a natural number of 2 or greater), said m pixels being rewritten at a time during one scanning interval, and a block in which said m pixels are rewritten m or less times during m or less scanning intervals, and an image control unit for transmitting said image information to said image display unit, comprising:

a graphic control chip for processing said image information corresponding to each pixel block unit with the information of block state appended, and controlling a data transfer period corresponding to the state of said image information, where said plurality of pixels are divided into m pixel block units (m is a natural number of 2 or greater); and

a memory for storing the image information processed by said graphic control chip.

18. An image display system having an image display unit composed of a block having a plurality of

pixels arranged like a matrix, with said plurality of pixels divided into m pixel block units (m is a natural number of 2 or greater), said m pixels being rewritten at a time during one scanning interval, and a block in which said m pixels are rewritten m or less times during m or less scanning intervals, and an image control unit for transmitting said image information to said image display unit,

wherein said image control unit comprises:

a block state discrimination circuit for discriminating a state of said image information corresponding to one screen in a pixel block unit to append said state information to said image information corresponding to said pixel block unit;

a graphic control chip for processing said image information corresponding to each pixel block unit with the information of state appended by said block state discrimination circuit, and controlling a data transfer period corresponding to the state of said image information; and

a memory for storing the image information processed by said graphic control chip, said memory provided corresponding to said state discriminated by said block state discrimination circuit.

19. An image display system, comprising:

an image generation unit for generating the image information;

an image display unit composed of a block

having a plurality of pixels arranged like a matrix, with said plurality of pixels divided into m pixel block units (m is a natural number of 2 or greater), said m pixels being rewritten at a time during one scanning interval, and a block in which said m pixels are rewritten m or less times during m or less scanning intervals; and

an image control unit for transmitting said image information to said image display unit,

wherein; said image information generation unit comprises a receiver for receiving an image signal and a CPU for controlling said image signal received by said receiver; and

said image control unit comprises a graphic control chip for processing said image information corresponding to each pixel block unit with the information of block state appended, and controlling a data transfer period corresponding to the state of said image information, where said plurality of pixels are divided into m pixel block units (m is a natural number of 2 or greater), and a memory for storing the image information processed by said graphic control chip.

20. An image display system, comprising:

an image generation unit for generating the image information;

an image display unit composed of a block having a plurality of pixels arranged like a matrix, with said plurality of pixels divided into m pixel

block units (m is a natural number of 2 or greater), said m pixels being rewritten at a time during one scanning interval, and a block in which said m pixels are rewritten m or less times during m or less scanning intervals; and

an image control unit for transmitting said image information to said image display unit,

wherein; said image information generation unit comprises a receiver for receiving an image signal and a CPU for controlling said image signal received by said receiver; and

said image control unit comprises a block state discrimination circuit for discriminating a state of said image information corresponding to one screen in a pixel block unit to append the information of said state to said image information corresponding to said pixel block unit, a graphic control chip for processing said image information corresponding to each pixel block unit with the information of state appended by said block state discrimination circuit, and controlling a data transfer period corresponding to the state of said image information, and a memory for storing the image information processed by said graphic control chip, said memory provided corresponding to said state discriminated by said block state discrimination circuit.

21. In a broadcasting form for transmitting image information, employing a transmission system for

transmitting the image information of one screen in a still picture flag area at a transmission frequency n times higher than in a moving picture flag area, in accordance with a moving picture flag or a still picture flag that the image information has in a unit of block,

an accounting system, wherein the service rate varies depending on the number of display pixels or the display frame frequency in an image system of the user who purchases the image information.

22. In a broadcasting form for transmitting image information employing a transmission system for transmitting the image information of one screen in a still picture flag area at a transmission frequency n time higher than in a moving picture flag area, in accordance with a moving picture flag or a still picture flag that the image information has in a unit of block, in which said moving picture flag area has the resolution compressed, and has a higher compression ratio of the image information of one screen than said still picture flag area,

an accounting system, wherein the service rate varies depending on the number of display pixels or the display frame frequency in an image system of the user who purchases the image information.